

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BRM2834- RESEARCH METHODOLOGY (DISTANCE EDUCATION)

29 FEBRUARY 2020
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of two (2) pages (excluding this cover page).
2. Answer ALL questions.
3. Please write your answer in the answer booklet provided.

There are FOUR (4) structured questions in this question paper. Answer ALL questions. Each question carries 25 marks.

QUESTION ONE

- a) What is literature review? Why do we need to review the literature? (5 marks)
- b) Describe **five** functions of literature review. (15 marks)
- c) List down any **five** data sources that can be used in the literature review. (5 marks)

(Total = 25 marks)

QUESTION TWO

- a) Kedai Runcit is an upscale neighbourhood store that sells premium groceries and household supplies. In order to enhance its performance, the management intends to conduct a research to get customer feedback on their existing products and services.

Classify **two** measurable characteristics for each of the objects below that are available in Kedai Runcit.

- i. Store employees
- ii. Physical building of the store
- iii. Customer service
- iv. Food products
- v. Household supplies

(15 marks)

- b) We can use a measuring tape to measure the length of a fabric. Likewise, we can use a cup to measure the amount of flour used in baking. However, we cannot easily measure the level of happiness or sadness that each person experiences.

Based on the situation above, why are certain objects can be easily measured? In contrast, why do we find it difficult to measure human behavior? Use examples to better illustrate your answer.

(10 marks)

(Total =25 marks)

Continued....

QUESTION THREE

- a) What is sampling? (5 marks)
 - b) What are **two** reasons for conducting a sampling process? (5 marks)
 - c) Describe the **five** major steps in the sampling process. (15 marks)
- (Total =25 marks)

QUESTION FOUR

- a) Using an example, illustrate the different types of measurement scales as follows:
 - i. Nominal scale
 - ii. Ordinal scale
 - iii. Interval scale
 - iv. Ratio scale(16 marks)
 - b) What are suitable measurement scales for the following variables?
 - i. Customer gender
 - ii. Employee personality
 - iii. Toddlers' preferences for different types of cereal
 - iv. Product quality
 - v. Level of financial investment
 - vi. Medal winners in the SEA Games
 - vii. Nationality of SEA Games athletes
 - viii. Number of children
 - ix. Examination marks(9 marks)
- (Total =25 marks)

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